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*There's Magic in*

THE  
GOOD  
EGG



A PUBLIC SERVICE TELEVISION FILM

## *It's Magic*

--Believe It or Not Magic, when Mr. Magician brings glamorous egg

dishes out of his marvelous hat. Dishes delectable to the eye and to the taste, and so easy to prepare ...like Stuffed Eggs Delmonico, Eggs Tettrazini, and the Floating Island dessert...

## *It's Magic*

--Camera Magic, when you seem to see inside the egg itself the many

ways to use an egg in cooking...to thicken...to bind...to coat...to lighten...to color, flavor, emulsify...to garnish...

## *It's Magic*

--Nature's Magic, when you think of all the ways to serve the versatile

egg...cooked by itself, combined with a meat or vegetable; "hidden" in cakes and puddings. The egg enhances all meals—breakfast, lunch, dinner—and snacks. And an egg contains within itself minerals, protein, vitamins. No wonder it's called--



UNITED STATES DEPARTMENT OF AGRICULTURE

891011

February 21, 1955

Dear Public Service Director:

"The Good Egg" is an entertaining, as well as informative film, produced to encourage the use of more eggs on our tables.

Our Nation's poultrymen have done an outstanding job of providing us with plenty of high-quality poultry products. Not many of us realize that new management methods are producing more eggs than ever before.

"The Good Egg" is the first of a series of short television films prepared by the industry's Poultry and Egg National Board and the U. S. Department of Agriculture to increase the consumption of these abundant, top-grade poultry products.

Your use of "The Good Egg" will widen the use of this healthful product and help maintain our high-standard egg production.

We think you will like "The Good Egg" and we earnestly solicit your comments on its use.

Very truly yours,

A large, stylized handwritten signature in dark ink, appearing to read "Layne Beaty". The signature is fluid and cursive, with the first name "Layne" being more prominent and the last name "Beaty" following in a similar style.

Layne Beaty, Chief  
Radio and TV Service



**THE GOOD EGG** is a cooperative production of the Poultry and Egg National Board (the poultry industry's information agency) and the U. S. Department of Agriculture.

**IT IS** black-and-white, sound-on-film, and runs 6:26 minutes. All music is the property of the U. S. and is cleared for television. **THE GOOD EGG** is designed for use as a separate feature, or for use as part of a longer program. You may want, if yours is a cooking program, to demonstrate how to make some of the egg dishes so attractively shown in the film.

**A MAGICIAN** is the film's narrator. His fascinating feats of prestidigitation make it possible for him to adequately describe some of the many wonderful attributes of the egg.

**THE GOOD EGG** is especially timely right now--during the Lenten season, with supplies plentiful, at prices favorable to consumers. And **THE GOOD EGG** may very well be filed in your library for repeat performance later on.





